

**IN THE CLAIMS:**

Please amend claims as follows:

1. (Currently Amended) A method for displaying advertisements ("ads") at a point-of-sale (POS) location, the method comprising:

dividing a consumer transaction at a POS location into multiple time frames, a total duration of the time frames equaling a total duration of the transaction;  
determining an advertisement (ad) for display in one of the time frames; [[and]]  
displaying the ad in the one of the time frames; and  
adjusting a duration of the ad based on whether the one of the time frames has ended.

2. (Original) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing the transaction into time frames, each of the time frames substantially spanning an activity performed during a transaction.

3. (Previously Presented) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing the transaction into time frames, one of the time frames spanning one of the following transaction activities:

waiting for a consumer to begin a transaction;  
greeting a consumer;  
beginning a transaction;  
selecting a form of payment;  
swiping a card for a form of payment;  
entering a security code for the form of payment;  
identifying a product for purchase;  
displaying a total cost for products identified for purchase;

signing for a transaction; and  
thanking a consumer for his purchase.

4. (Previously Presented) The method of claim 1, wherein the step of dividing a transaction into time frames comprises:

dividing a transaction into time frames, each of the time frames spanning one of the following activities:

waiting for a consumer to begin a transaction;  
greeting a consumer;  
beginning a transaction;  
selecting a form of payment;  
swiping a card for a form of payment;  
entering a security code for the form of payment;  
identifying a product for purchase;  
displaying a total cost for products identified for purchase;  
signing for a purchase;  
thanking a consumer for his purchase;  
surveying a consumer;  
promoting an event;  
applying for a credit card;  
informing a consumer;  
identifying a consumer;  
interacting with a consumer; and  
passing through an interstitial period.

5. (Original) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing a consumer-product transaction into time frames.

6. (Original) The method of claim 5, wherein the step of dividing a transaction into time frames comprises

dividing a bricks-and-mortar consumer-product transaction into time frames.

7. (Original) The method of claim 5, wherein the step of dividing a transaction into time frames comprises

dividing an e-commerce consumer-product transaction into time frames.

8. (Original) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing a consumer-service transaction into time frames.

9. (Original) The method of claim 1, wherein the step of determining an ad for display in one of the time frames comprises

transmitting information about the transaction from the POS location to an ad-management service;

determining on the ad-management service and based on the information, an ad for display; and

receiving a response indicating the determined ad.

10. (Original) The method of claim 9, wherein the step of transmitting comprises

broadcasting information to multiple ad-management services.

11. (Original) The method of claim 9, wherein the step of determining an ad comprises

determining an ad, having an identifier; and

the step of receiving an indicative response comprises

receiving the identifier for the determined ad and not the ad itself.

12. (Original) The method of claim 9, further comprising the step of

caching the indicative response.

13. (Original) The method of claim 9, further comprising the steps of  
    caching the indicative response and a targeting filter for the response; and  
    subsequently applying the targeting filter to determine whether the ad indicated by the  
response is still appropriate for display.
14. (Original) The method of claim 1, wherein the step of determining an ad for display  
comprises  
    prioritizing multiple ads competing for display, producing an ad with highest priority;  
    determining the ad with highest priority as the ad for display.
15. (Original) The method of claim 14, wherein the step of prioritizing multiple competing ads  
comprises  
    setting the priority of an ad for display when the transaction meets predetermined criteria  
(a "specific ad") higher than the priority of an ad for display when no specific ad is available.
16. (Canceled)
17. (Canceled)
18. (Canceled)
19. (Canceled)
20. (Canceled)
21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Original) The method of claim 14, further comprising the steps of  
displaying the determined ad;  
determining the next highest-priority ad, if any, as the ad for display.

27. (Original) The method of claim 14, wherein the step of determining further comprises  
overriding the determination of the highest-priority ad as the ad for display.

28. (Original) The method of claim 14, wherein the step of determining further comprises  
overriding the determination of the highest-priority ad as the ad for display at most once  
per transaction.

29. (Original) The method of claim 1, wherein the step of determining an ad for display  
comprises  
reserving one of the time frames for ads for display without regard to transaction criteria;  
and  
when the one time frame is the reserved time frame, excluding all ads for display when  
the transaction meets predetermined criteria.

30. (Original) The method of claim 1, wherein the step of determining an ad for display  
comprises  
reserving all of the time frames for ads from a predetermined set of sponsors, the set

having a size of one or more.

31. (Original) The method of claim 30, further comprising the step of  
nonetheless determining an ad to display when the transaction meets predetermined  
criteria as the ad for display and preempting a reserved time frame with the determined ad.
32. (Original) The method of claim 1, wherein the step of displaying the ad comprises  
displaying the ad in the one time frame.
33. (Original) The method of claim 1, wherein the step of displaying the ad comprises  
displaying the ad in a time frame following the one time frame.
34. (Original) The method of claim 1, further comprising the step of  
setting a minimum duration for the determined ad; and  
the step of displaying the advertisement comprises  
displaying the ad for that minimum duration.
35. (Original) The method of claim 1, further comprising the steps of  
setting a system-wide minimum ad duration; and  
setting a minimum ad duration for the ad, the minimum ad duration a natural-number  
multiple of that system-wide minimum ad duration; and  
the step of displaying the advertisement comprises  
displaying the ad for that minimum ad duration.
36. (Original) The method of claim 1, wherein the step of displaying the advertisement comprises  
displaying the beginning of the ad but not the end of the ad.
37. (Original) The method of claim 36, wherein the step of displaying the advertisement  
comprises

displaying the beginning of the ad but not its end due to an action of a consumer.

38. (Original) The method of claim 1, further comprising the step of setting a minimum duration for the determined ad; and the step of displaying the advertisement comprises displaying the ad longer than that minimum duration due to an action of a consumer.
39. (Original) The method of claim 1, wherein the step of displaying comprises displaying the determined ad and another ad in the one time frame.
40. (Original) The method of claim 39, wherein the step of displaying comprises displaying in the one time frame the determined ad, having a first sponsor, and the other ad, having a sponsor different from the first sponsor.
41. (Original) The method of claim 1, further comprising the step of responding to the ad.
42. (Original) The method of claim 41, wherein the step of responding comprises indicating one of consent and lack of consent to a proposition of the ad.
43. (Original) The method of claim 41, wherein the step of responding comprises indicating one of consent and lack of consent to a proposition of the ad by activating an input device at the POS location.
44. (Original) The method of claim 41, further comprising the step of recording a representation of the response.
45. (Original) The method of claim 41, further comprising the step of communicating a representation of the response to a computer system for collecting responses.

46. (Original) The method of claim 1, further comprising the step of repeating the steps of determining and displaying an ad.
47. (Original) The method of claim 1, further comprising the steps of advancing from the one time frame into another time frame; and repeating the steps of determining and displaying an ad with the other time frame.
48. (Original) The method of claim 47, wherein the step of advancing comprises activating an input device at the POS location; and in response, advancing from the one time frame into the other time frame.
49. (Original) The method of claim 47, wherein the step of advancing comprises commanding from a POS system advancement from the one frame; and in response, advancing from the one time frame into the other time frame.
50. (Currently Amended) The method of claim 47, wherein the step of advancing comprises recognizing [[that]] from activity that the one time frame [[spans]] has ended; and in response, advancing from the one time frame into the other time frame.
51. (Original) The method of claim 47, wherein the step of advancing comprises recognizing that a timeout has occurred; and in response, advancing from the one time frame into the other time frame.
52. (Original) The method of claim 1, further comprising the step of repeating the steps of determining and displaying an ad with successive ones of the multiple time frames until the transaction completes.
53. (Original) The method of claim 52, further comprising the step of repeating the method from the step of dividing with a subsequent transaction.



54. (Original) The method of claim 1, further comprising the step of  
repeating the steps of determining and displaying an ad with successive ones of the  
multiple time frames until a following transaction begins.
55. (Original) The method of claim 1, further comprising the step of  
where the displayed ad was an ad for display when the transaction met predetermined  
criteria, disqualifying that ad from displaying again in the transaction.
56. (Original) The method of claim 1, further comprising the step of  
where the displayed ad was an ad that is for display without regard to the specifics of the  
transaction and that originated in an ad-management service, disqualifying that ad from  
displaying again in the transaction.
57. (Original) The method of claim 1, further comprising the step of  
receiving a first ad for display without regard to whether a transaction meets  
predetermined criteria.
58. (Original) The method of claim 57, wherein the step of receiving the first ad is performed  
before the step of dividing the transaction.
59. (Original) The method of claim 57, wherein the step of receiving the first ad comprises  
receiving, at a predetermined interval, ads for display without regard to whether a  
transaction meets predetermined criteria during the transaction.
60. (Currently Amended) A method for displaying advertisements ("ads") at a point-of-sale  
(POS) location, the method comprising:  
dividing a consumer transaction at a POS location into multiple time frames, a  
total duration of the time frames equaling a total duration of the transaction;  
receiving a first ad for display during a ~~consumer transaction~~ first time frame and

without regard to whether the transaction meets predetermined criteria;  
then engaging in the transaction;  
during the transaction, receiving a second ad for display during a second time frame when the transaction meets predetermined criteria; and  
adjusting a duration of the first and second ads based on whether the first and second time frames have ended.

61. (Previously Presented) The method of claim 60, wherein the step of receiving the first ad for display comprises

receiving, at a predetermined interval, ads for display without regard to whether the transaction meets predetermined criteria during the transaction.

62. (Canceled)

63. (Original) The method of claim 60, further comprising the step of  
during the transaction, displaying the second ad.

64. (Original) The method of claim 60, further comprising the step of  
during the transaction, displaying the first and second ads.

65. (Previously presented) A method for determining advertisements ("ads") for presentation to multiple consumers at respective POS locations, the method comprising:

substantially simultaneously receiving first and second requests for ads for display when a transaction meets predetermined criteria, each request transmitting respective information about respective consumer transactions occurring at respective POS locations;

determining based upon both the first and second requests that the first and second transactions are similar enough that one ad will satisfy both requests;

responding to both requests with the same response indicating the one ad.

66. (Original) The method of claim 65, further comprising the step of transmitting a request for the one ad to multiple ad-management services.

67. (Currently amended) A method for displaying advertisements ("ads") at a point-of-sale (POS) location, the method comprising:

dividing a transaction into time frames, a total duration of the time frames equaling a total duration of the transaction, each of the time frames spanning one of the following activities:

- waiting for a consumer to begin a transaction;
- greeting a consumer;
- beginning a transaction;
- selecting a form of payment;
- swiping a card for a form of payment;
- entering a security code for the form payment;
- identifying a product for purchase;
- displaying a total cost for products identified for purchase;
- signing for a purchase;
- thanking a consumer for his purchase;
- surveying a consumer;
- promoting an event;
- applying for a credit card;
- informing a consumer;
- identifying a consumer;
- interacting with a consumer; and
- passing through an interstitial period;
- transmitting information about the transaction to an ad-management service;
- determining on the ad-management service, based on the information, an ad for display;
- receiving a response indicating the service-determined ad;
- prioritizing any ads competing for display, producing an ad with highest priority, by setting the priority of an ad for display when the transaction meets predetermined criteria

(a "specific ad") higher than the priority of an ad for display when no specific ad is available;  
determining the ad with highest priority as the ad for display during one time frame;  
displaying the determined ad in one of (1) the one time frame and (2) a frame following  
the one time frame from its beginning but not through its end due to an action of a consumer ~~but~~  
~~otherwise from its beginning through its end~~;  
if the ad is displayed in the one time frame, adjusting a duration of the ad based on  
whether the one time frame has ended;  
recording a representation of any response to the ad; and  
repeating the steps of determining and displaying an ad with successive ones of the  
multiple time frames until the transaction completes.

68. (Currently amended) A computer-readable medium for data storage wherein is located a  
computer program for causing a POS system to display advertisements ("ads") by  
dividing a consumer transaction at a POS location into multiple time frames, a total  
duration of the time frames equaling a total duration of the transaction;  
determining an ad for display in one of the time frames; [[and]]  
displaying the ad in one of the time frames; and  
adjusting a duration of the ad based on whether the one of the time frames has ended.

69. (Previously Presented) The media of claim 68, wherein the step of dividing a transaction into  
time frames comprises  
dividing a transaction into time frames, one of the time frames spanning one of the  
following transaction activities:  
waiting for a consumer to begin a transaction;  
greeting a consumer;  
beginning a transaction;  
selecting a form of payment;  
swiping a card for a form of payment;  
entering a security code for the form of payment;

identifying a product for purchase;  
displaying a total cost for products identified for purchase;  
signing for a transaction; and  
thanking a consumer for his purchase.

70. (Original) A POS system displaying advertisement ("ads"), comprising:

the computer-readable medium of claim 68;  
a CPU for executing the program in the medium;  
a bus, communicatively coupling the medium and the CPU; and  
a display, responsive to commands from the CPU.

71. (Previously presented) A computer-readable medium for data storage wherein is located a computer program for causing an advertising-management-service computer system to determine advertisements for presentation to multiple consumers at respective POS locations by

substantially simultaneously receiving first and second requests for ads for display when a transaction meets predetermined criteria, each request transmitting respective information about respective consumer transactions occurring at respective POS locations;

determining based upon both the first and second requests that the first and second transactions are similar enough that one ad will satisfy both requests;

responding to both requests with the same response indicating a determined ad for display.

72. (Original) An advertising-management service:

the computer-readable medium of claim 71;  
a CPU for executing the program in the medium; and  
a bus, communicatively coupling the medium and the CPU.

73. (Original) A consumer-transaction system comprising:

first and second instances of the POS system of claim 70;

the advertising-management service of claim 72; and  
first and second links respectively and communicatively coupling the first and second  
instances of the POS system to the advertising-management service.